

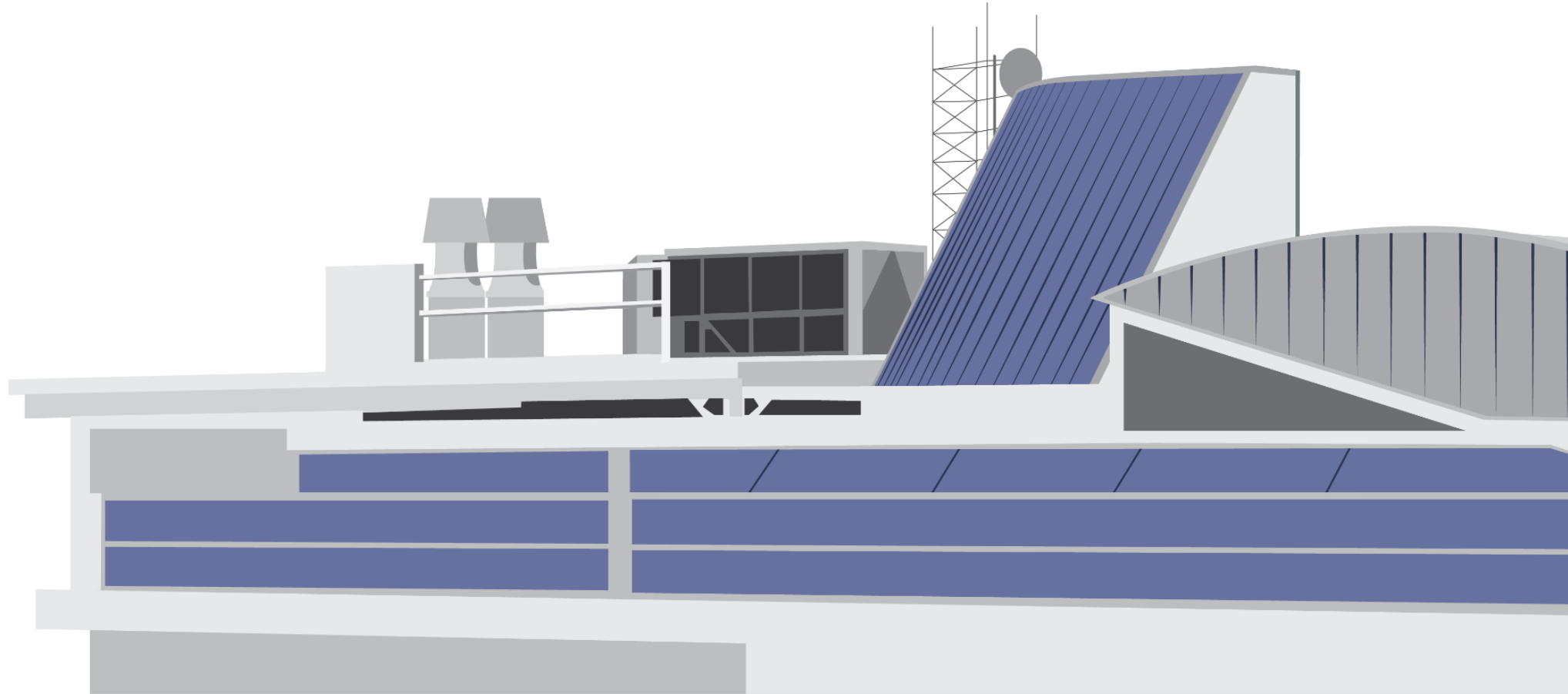


Long Beach Water

Education Programs RFP Contract

Board of Water Commissioners

July 25, 2019



Background

- Staff issued RFP for Long Beach Utility Services environmental education program focusing on sustainable futures
 - Water
 - Energy Resources
 - Environmental Services Bureau
- Strengthen students' awareness of environmental impacts and life-long habits
 - Water efficiency
 - Energy efficiency
 - Waste reduction



RFP Submissions

- Received four (4) proposals
 - Grades of Green/Algalita Marine Research
 - Discovery Science Center of OC
 - Shared Science
 - The National Theatre for Children
- Conducted three (3) interviews
 - Panel of City staff – Water, Energy Resources, Environmental Services
 - LBUSD engineering/science teacher from Cabrillo High School (Solar Cup)



The National Theatre for Children (NTC)

- NTC deemed most responsive to our program needs, timeframes and goals
- Education program service provider based in Minneapolis
 - Nationally recognized programs
 - Southern California director
- Programming aligns with state standards and curriculum
- Allows schools and teachers to sign up for assemblies when curriculum aligns with our program



The LBC E-Team

- Targets Long Beach students and families through a variety of methods, diverse learning styles and Long Beach lifestyles
- Customizable for Long Beach Utility Services messages and branding
- Program reaches Kindergarten through 8th Grade (K-8)
- Educational print and digital material
- Live, educational theatre programs
- Four Cs of 21st century learning: collaboration, communication, critical thinking and creativity



K-2nd Grades

- Interactive e-book class pack (stories, quizzes, games, actionable behaviors)
 - Water, natural gas, waste reduction and litter removal
 - Story will include specific actions students and their families can take
 - Conservin' Mervyn mascot incorporated into the story
 - Access both in classroom and at home
- Infographic classroom poster
- Take-home activity book with Conservin' Mervyn



3rd – 5th Grades

- Live, in-school theatrical presentations of the LBC E-Team
 - Water, natural gas, waste reduction and litter removal
 - “Disney” themed, Conservin’ Mervyn incorporated
- Digital student/parent handbook
- Digital teacher toolkit
- Digital games for classroom and at home
- Print and digital graphic novel flip books



6th – 8th Grades

- Live, in-school theatrical presentations of the LBC E-Team
 - Water, natural gas, waste reduction and litter removal
 - Improv sketch comedy based
- Digital student/parent handbook
- Digital teacher toolkit
- Digital games for classroom and at home
- Print and digital graphic novel flip books



Measurement

1. Educational value
2. Consistency at scale
3. Cost per unit
4. Measurable usage
5. Parental activation
6. Public relations value



Evaluation

- All teachers who participate provide feedback via online evaluations
 - Incentives
- Students are given pre-tests to assess their knowledge before program
- Students are given post-tests to assess learning as a result of the program
 - Can schedule post-tests later on in year
- Can time certain elements of the program to reach students throughout year



Education Master Plan

- I. Engage teachers and students by providing support and resources that meet **state educational standards**
- II. Develop **inclusive education strategies**
 - Responsive to our diverse student population
- III. Create programming that is **transformative, engaging and consistent** with key messages
- IV. Effectively **leverage other existing resources** within and outside our City



RFP Details

- Firm will be awarded a one-year contract with option to renew three additional years
- Scope includes program marketing, scheduling, design, implementation and evaluation
- Contract will be managed by LBWD
- Contract agreement and terms will be approved by Board of Water Commissioners



Partnership Commitments

- Water - \$50,000
- Energy Resources - \$50,000
- Refuse (Public Works) - \$50,000

Proposed budget for first year of program - \$150,000



Education Programs Budget

FY 19 Budget	\$162,000
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Actuals	Vendor
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\$45,000	Rancho Los Alamitos Partnership
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\$5,000	Historical Society of Long Beach Partnership
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\$25,000	Sustainable City Education Program
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\$75,000	
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FY 20 Budget	\$162,000
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Actuals	Vendor
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\$10,000	Historical Society of Long Beach Partnership
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\$25,000	Sustainable City Education Program
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\$35,000	
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Summary

- Established a partnership with Energy Resources and Environmental Services Bureau to develop a “sustainable city” education program
- NTC program aligns with goals of Education Master Plan
- NTC ready to proceed with program implementation for start of new school year
- Seeking Board connections to LBUSD executive staff to help schools learn more about the program



Staff Recommendation

Authorize the General Manager to issue a Purchase Order with The National Theatre for Children, Inc. for an amount not to exceed \$150,000, for Long Beach Utility Services Environmental Education program services for one year with an option to renew three (3) additional years.





Discussion

